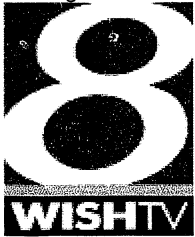


**CONTRACT**

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**  
**USA**

<u>Contract / Revision</u> 205499 /		<u>Alt Order #</u>
<u>Product</u> Gregg for Governor 2012		
<u>Contract Dates</u> 10/08/12 - 10/15/12		<u>Estimate #</u> 11951
<u>Advertiser</u> POL/Gregg For Indiana (D)		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WISH	10/09/12	10/12/12	Daybreak @ 5am	5-530a		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T--F--				2	\$100.00	0.00			
2	WISH	10/08/12	10/11/12	Daybreak @530am	530-6a		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---				4	\$250.00	0.00			
3	WISH	10/08/12	10/12/12	Daybreak @ 6	558-7a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$350.00	0.00			
4	WISH	10/08/12	10/12/12	CBS This Morning @7a	7-8a		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$200.00	0.00			
N 5	WISH	10/08/12	10/12/12	CBS This Morning @8	8-9a		:30				NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$25.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WISH	10/08/12-10/14/12	CBS This Morning @8	8-9a	MTuWThF----	:30		\$25.00	0.00	NM		
			Credited										
6	WISH	10/13/12	10/13/12	Daybreak Saturday	558-9a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$100.00	0.00			
7	WISH	10/11/12	10/11/12	Indy Style	858-10a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$50.00	0.00			
8	WISH	10/10/12	10/12/12	Price Is Right	1058-12p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W-F--				2	\$450.00	0.00			
9	WISH	10/08/12	10/08/12	Soap Rotator	1227-2p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$450.00	0.00			
10	WISH	10/11/12	10/11/12	The Talk	2-3p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$150.00	0.00			
11	WISH	10/09/12	10/12/12	Rachael Ray	258-4p		:30				NM	2	\$150.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u> 205499 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/15/12	<u>Product</u> Gregg for Governor 2012	<u>Estimate #</u> 11951
<u>Advertiser</u> POL/Gregg For Indiana (I		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T--F--				2	\$75.00	0.00			
12	WISH	10/08/12	10/10/12	Anderson Cooper	357-5p		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-W----				2	\$75.00	0.00			
13	WISH	10/08/12	10/12/12	News 8 @5p	5-530p		:30				NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				6	\$400.00	0.00			
14	WISH	10/08/12	10/12/12	News 8 @ 530p	530-6p		:30				NM	7	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$400.00	0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3	WISH	10/08/12-10/14/12		News 8 @ 530p	530-6p	MTuWThF----	:30		<del>\$400.00</del>	0.00	NM		
See MG 14.8,14.9													
4	WISH	10/08/12-10/14/12		News 8 @ 530p	530-6p	MTuWThF----	:30		<del>\$400.00</del>	0.00	NM		
See MG 14.6,14.7													
6	WISH	10/13/12-10/13/12		Prime Rotator	M-Sa 8-11/ Su 7-1	-----Sa--	:30		\$300.00	0.00	NM		
Ⓜ	MG for 14.4 10/12												
7	WISH	10/12/12-10/12/12		Indy Style	858-10a	-----F----	:30		\$100.00	0.00	NM		
Ⓜ	MG for 14.4 10/12												
8	WISH	10/12/12-10/12/12		Daybreak @ 5am	5-530a	-----F----	:30		\$150.00	0.00	NM		
Ⓜ	MG for 14.3 10/11												
9	WISH	10/15/12-10/15/12		Daybreak @530am	530-6a	M-----	:30		\$250.00	0.00	NM		
Ⓜ	MG for 14.3 10/11												
15	WISH	10/08/12	10/12/12	News 8 @6	558-630p		:30				NM	7	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				6	\$400.00	0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WISH	10/08/12-10/14/12		News 8 @6	558-630p	MTuWThF----	:30		<del>\$400.00</del>	0.00	NM		
See MG 15.7,15.8													
3	WISH	10/08/12-10/14/12		News 8 @6	558-630p	MTuWThF----	:30		<del>\$400.00</del>	0.00	NM		
See MG 30.2,30.3													
6	WISH	10/08/12-10/14/12		News 8 @6	558-630p	MTuWThF----	:30		<del>\$400.00</del>	0.00	NM		
See MG 15.9,15.10													
7	WISH	10/11/12-10/12/12		Daybreak @ 6	558-7a	----ThF----	:30		\$350.00	0.00	NM		
Ⓜ	MG for 15.1 10/10												
8	WISH	10/11/12-10/12/12		CBS Morning News	430-5a	----ThF----	:30		\$50.00	0.00	NM		
Ⓜ	MG for 15.1 10/10												
9	WISH	10/14/12-10/14/12		Daybreak Sunday	558-9a	-----Su	:30		\$200.00	0.00	NM		
Ⓜ	MG for 15.6 10/11												
10	WISH	10/14/12-10/14/12		Daybreak Sunday	558-9a	-----Su	:30		\$200.00	0.00	NM		
Ⓜ	MG for 15.6 10/11												
16	WISH	10/14/12	10/14/12	News 8 Weekend/Sunday	558-7p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$200.00	0.00			
17	WISH	10/11/12	10/11/12	Inside Edition	658-730p		:30				NM	4	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$350.00	0.00			

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**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u> 205499 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/15/12	<u>Product</u> Gregg for Governor 2012	<u>Estimate #</u> 11951
<u>Advertiser</u> POL/Gregg For Indiana (I		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WISH	10/08/12-10/14/12		Inside Edition	658-730p	----Th-----	:30		<del>\$350.00</del>	0.00	NM		
See MG 17.2,17.3,17.4,17.5													
2	WISH	10/12/12-10/15/12		Indy Style	858-10a	M-----F----	:30		\$100.00	0.00	NM		
Ⓜ MG for 17.1 10/11													
3	WISH	10/12/12-10/15/12		Indy Style	858-10a	M-----F----	:30		\$100.00	0.00	NM		
Ⓜ MG for 17.1 10/11													
4	WISH	10/12/12-10/15/12		Indy Style	858-10a	M-----F----	:30		\$100.00	0.00	NM		
Ⓜ MG for 17.1 10/11													
5	WISH	10/15/12-10/15/12		CBS Morning News	430-5a	M-----	:30		\$50.00	0.00	NM		
Ⓜ MG for 17.1 10/11													
18	WISH	10/09/12	10/12/12	Entertainment Tonight	728-8p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T--F--				2	\$600.00	0.00			
19	WISH	10/14/12	10/14/12	Sunday 9-10p	858-10p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$2,000.00	0.00			
20	WISH	10/08/12	10/12/12	News 8 @ 11 M-F	11-1135p		:30				NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				7	\$650.00	0.00			
21	WISH	10/13/12	10/13/12	News 8 @11 Saturday	11-1135p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$300.00	0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WISH	10/08/12-10/14/12	News 8 @11 Saturday	11-1135p	-----Sa--	:30	<del>\$300.00</del>	0.00	NM		
See MG 21.2													
		2	WISH	10/13/12-10/13/12	News 8 @11 Saturday	11-1135p	-----Sa--	:30	\$600.00	0.00	NM		
Ⓜ MG for 21.1,32.1													
22	WISH	10/14/12	10/14/12	News 8 @ 11 Sunday	11-1130p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$650.00	0.00			
23	WISH	10/08/12	10/10/12	David Letterman	1135p-1237a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-W----				2	\$350.00	0.00			
24	WISH	10/08/12	10/12/12	Anderson Cooper	357-5p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$75.00	0.00			
N 25	WISH	10/08/12	10/12/12	The Talk	2-3p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$150.00	0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WISH	10/08/12-10/14/12	The Talk	2-3p	MTuWThF----	:30	<del>\$150.00</del>	0.00	NM		
See MG 25.2													
		2	WISH	10/15/12-10/15/12	The Talk	2-3p	M-----	:30	<del>\$150.00</del>	0.00	NM		
Ⓜ Credited													
26	WISH	10/08/12	10/12/12	Rachael Ray	258-4p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$75.00	0.00			
27	WISH	10/08/12	10/12/12	CBS Evening News	630-7p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$700.00	0.00			
28	WISH	10/09/12	10/12/12	CBS This Morning @8	8-9a		:30				NM	2	\$100.00

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**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u> 205499 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/15/12	<u>Product</u> Gregg for Governor 2012	<u>Estimate #</u> 11951
<u>Advertiser</u> POL/Gregg For Indiana (I		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$50.00	0.00			
29	WISH	10/09/12	10/12/12	Rachael Ray	258-4p		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$150.00	0.00			
30	WISH	10/09/12	10/12/12	News 8 @ 530p	530-6p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--				1	\$400.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WISH	10/08/12-10/14/12	News 8 @ 530p	530-6p	-TuWThF----	:30		<del>\$400.00</del>	0.00	NM		
	See MG 30.2,30.3												
	2	WISH	10/12/12-10/12/12	News 8 @ 530p	530-6p	-----F----	:30		\$600.00	0.00	NM		
	Ⓜ MG for 15.3,30.1												
	3	WISH	10/12/12-10/12/12	News 8 @6	558-630p	-----F----	:30		\$600.00	0.00	NM		
	Ⓜ MG for 15.3,30.1												
31	WISH	10/10/12	10/12/12	News 8 @ 11 M-F	11-1135p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				1	\$650.00	0.00			
32	WISH	10/13/12	10/13/12	News 8 @11 Saturday	11-1135p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$300.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WISH	10/08/12-10/14/12	News 8 @11 Saturday	11-1135p	-----Sa--	:30		<del>\$300.00</del>	0.00	NM		
	See MG 21.2												
Totals										0.00		79	\$25,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	79	\$25,750.00	\$21,887.50
<b>Totals</b>	79	\$25,750.00	\$21,887.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



# Station Order Revised Gregg for Governor 2012

**Market:** Indianapolis

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID

11951

**Contact:** Brent Denny

**Email:** Brent.Denny@WISHTV.com

**Phone:** 317-923-8888

**Fax:** 317-926-1144

**Direct:** 317-704-8731

**WISH-TV** 205499

Program Name	DP	Days	Length	Gross Rate	Mon Oct 08	Tue Oct 09	Wed Oct 10	Thu Oct 11	Fri Oct 12	Sat Oct 13	Sun Oct 14	Total
WISH 5a News	EM	M-F	30	\$100.00	✓	1			1			2
5:00 AM 5:30 AM			30	\$200.00	✓							
WISH 5:30a News	EM	M-F	30	\$250.00	✓	1	1	1	1			4
5:30 AM 6:00 AM			30	\$1,000.00	✓							
Sold out at LUR per WISH. Move to S4 to clear.												
WISH 6a News	EM	M-F	30	\$350.00	✓	1	1	1	1			5
6:00 AM 7:00 AM			30	\$1,750.00	✓							
Sold out at LUR per WISH. Move to S4 to clear.												
CBS This Morning	EM	M-F	30	\$200.00	✓	1	1	1	1			5
7:00 AM 8:00 AM			30	\$1,000.00	✓							
Sold out at LUR per WISH. Move to S4 to clear.												
CBS This Morning	EM	M-F	30	\$25.00	✓	1	1	1	1			5
8:00 AM 9:00 AM			30	\$125.00	✓							
Saturday 7a News	EM	Sa	30	\$100.00	✓					1		1
<del>7:00 AM 8:00 AM</del>			30	\$100.00	✓							
6-9 AM					✓							
Indy Style	DT	M-F	30	\$50.00	✓			1				1
9:00 AM 10:00 AM			30	\$50.00	✓							
Price is Right	DT	M-F	30	\$450.00	✓		1		1			2
11:00 AM 12:00 PM			30	\$900.00	✓							
Sold out at LUR per WISH. Move to S2 to clear.												
CBS Soap Rotation	DT	M-F	30	\$450.00	✓	1						1
12:30 PM 2:00 PM			30	\$450.00	✓							
Sold out at LUR per WISH. Move to S3 to clear.												
The Talk	DT	M-F	30	\$150.00	✓			1				1
2:00 PM 3:00 PM			30	\$150.00	✓							
Sold out at LUR per WISH. Move to S4 to clear.												
Rachael Ray	EF	M-F	30	\$75.00	✓		1		1			2
3:00 PM 4:00 PM			30	\$150.00	✓							
Anderson Cooper	EF	M-F	30	\$75.00	✓	1		1				2
4:00 PM 5:00 PM			30	\$150.00	✓							

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/13/2012 8:46:59 AM

WISH-TV

Page 1 of 2

suzannel@mediastategies.com



# Station Order Revised Gregg for Governor 2012

**Market:** Indianapolis

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID

11951

**Contact:** Brent Denny

**Email:** Brent.Denny@WISHTV.com

**Phone:** 317-923-8888

**Fax:** 317-926-1144

**Direct:** 317-704-8731

## WISH-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
WISH 5p News	EN	M-F	30	\$400.00	✓ 1	2	1	1	1			6
5:00 PM 5:30 PM			30	\$2,400.00								
Sold out at LUR per WISH. Move to S4 to clear.												
WISH 5:30p News	EN	M-F	30	\$400.00	✓ 1	1	1	1	1			5
5:30 PM 6:00 PM			30	\$2,000.00								
Sold out at LUR per WISH. Move to S4 to clear.												
WISH 6p News	EN	M-F	30	\$400.00	✓ 1	1	1	2	1			6
6:00 PM 6:30 PM			30	\$2,400.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Sunday 6p News	EN	Su	30	\$200.00	✓ 1						1	1
6:00 PM 7:00 PM			30	\$200.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Inside Edition	PA	M-F	30	\$350.00	✓ 1			1				1
7:00 PM 7:30 PM			30	\$350.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Ent Tonight	PA	M-F	30	\$600.00		1			1			2
7:30 PM 8:00 PM			30	\$1,200.00								
Sold out at LUR per WISH. Move to S3 to clear.												
The Good Wife	PT	Su	30	\$2,000.00							1	1
9:00 PM 10:00 PM			30	\$2,000.00								
Sold out at LUR per WISH. Move to S3 to clear.												
WISH 11p News	LN	M-F	30	\$650.00	✓ 2	1	2	1	1			7
11:00 PM 11:34 PM			30	\$4,550.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Saturday 11p News	LN	Sa	30	\$300.00						1		1
11:00 PM 11:34 PM			30	\$300.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Sunday 11p News	LN	Su	30	\$650.00							1	1
11:00 PM 11:34 PM			30	\$650.00								
Sold out at LUR per WISH. Move to S4 to clear.												
Letterman	LF	M-F	30	\$350.00	✓ 1		1					2
11:35 PM 12:37 AM			30	\$700.00								
Sold out at LUR per WISH. Move to S4 to clear.												
<b>Station Gross Totals</b>				<b>\$22,775.00</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>2</b>	<b>3</b>	<b>64</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/13/2012 8:47:00 AM

WISH-TV

Page 2 of 2

suzanne@mediastategies.com

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WISH-TV      Indianapolis	<b>Date:</b> 9/13/2012
---	---------------------------

I, Media Strategies and Research,  
 being/on behalf of: John Gregg, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Governor  
 in the General  
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 08, 2012			Sunday, October 14, 2012		

**Total Charges: \$22,775.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Thursday, September 13, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



# Order #205499: Media Stra../POL/Gregg ../Gregg for ../11951






[1] WISH	Placed	10/08/12 M	11-1135p	11:08 PM JG1212H	\$650.00
[1] WISH	Placed	10/08/12 M	357-5p	4:21 PM JG1212H	\$75.00
[1] WISH	Placed	10/08/12 M	7-8a	6:59 AM JG1212H	\$200.00
[1] WISH	Placed	10/08/12 M	1135p-1237a	11:59 PM JG1212H	\$350.00
[1] WISH	Placed	10/08/12 M	558-630p	6:29 PM JG1212H	\$400.00
[1] WISH	Placed	10/08/12 M	5-530p	5:27 PM JG1212H	\$400.00
[1] WISH	Placed	10/08/12 M	8-9a	8:23 AM JG1212H	\$25.00
[1] WISH	Placed	10/08/12 M	530-6p	5:58 PM JG0712H	\$400.00
[1] WISH	Placed	10/08/12 M	530-6a	5:36 AM JG1212H	\$250.00
[1] WISH	Placed	10/08/12 M	558-7a	6:51 AM JG0712H	\$350.00
[1] WISH	Placed	10/08/12 M	11-1135p	11:33 PM JG0712H	\$650.00
[1] WISH	Placed	10/08/12 M	1227-2p	12:29 PM JG0712H	\$450.00
[1] WISH	Placed	10/09/12 Tu	11-1135p	11:33 PM JG0712H	\$650.00
[1] WISH	Placed	10/09/12 Tu	5-530p	5:07 PM JG1212H	\$400.00
[1] WISH	Placed	10/09/12 Tu	530-6a	5:43 AM JG0712H	\$250.00
[1] WISH	Placed	10/09/12 Tu	728-8p	7:52 PM JG1212H	\$600.00
[1] WISH	Placed	10/09/12 Tu	8-9a	8:57 AM JG0712H	\$25.00
[1] WISH	Placed	10/09/12 Tu	357-5p	4:40 PM JG0712H	\$75.00
[1] WISH	Placed	10/09/12 Tu	5-530p	5:28 PM JG1212H	\$400.00
[1] WISH	Placed	10/09/12 Tu	530-6p	5:46 PM JG0712H	\$400.00
[1] WISH	Placed	10/09/12 Tu	258-4p	3:59 PM JG1212H	\$150.00
[1] WISH	Placed	10/09/12 Tu	258-4p	3:08 PM JG1212H	\$75.00
[1] WISH	Placed	10/09/12 Tu	558-7a	5:59 AM JG1212H	\$350.00
[1] WISH	Placed	10/09/12 Tu	558-630p	6:21 PM JG1212H	\$400.00
[1] WISH	Placed	10/09/12 Tu	7-8a	7:57 AM JG1212H	\$200.00
[1] WISH	Placed	10/09/12 Tu	5-530a	5:20 AM JG1212H	\$100.00
[1] WISH	Placed	10/10/12 W	8-9a	8:37 AM	\$25.00
[1] WISH	Placed	10/10/12 W	11-1135p	11:07 PM	\$650.00
[1] WISH	Placed	10/10/12 W	530-6p	5:33 PM	\$400.00
[1] WISH	Placed	10/10/12 W	7-8a	7:29 AM	\$200.00
[1] WISH	Placed	10/10/12 W	630-7p	6:29 PM	\$700.00
[1] WISH	Placed	10/10/12 W	530-6a	5:50 AM	\$250.00
[1] WISH	Preempted	10/10/12 W	558-630p		\$400.00
[1] WISH	Placed	10/10/12 W	5-530p	5:07 PM	\$400.00
[1] WISH	Placed	10/10/12 W	357-5p	4:09 PM	\$75.00
[1] WISH	Placed	10/10/12 W	1058-12p	11:29 AM	\$450.00
[1] WISH	Placed	10/10/12 W	1135p-1237a	12:12 AM	\$350.00
[1] WISH	Placed	10/10/12 W	11-1135p	11:23 PM	\$650.00
[1] WISH	Placed	10/10/12 W	558-7a	6:21 AM	\$350.00
[1] WISH	Placed	10/11/12 Th	2-3p	2:29 PM	\$150.00
[1] WISH	Placed	10/11/12 Th	558-7a	6:43 AM	\$350.00
[1] WISH	Placed	10/11/12 Th	558-630p	6:28 PM	\$400.00
[1] WISH	Placed	10/11/12 Th	11-1135p	11:23 PM	\$650.00
[1] WISH	Placed	10/11/12 Th	8-9a	8:10 AM	\$25.00
[1] WISH	Placed	10/11/12 Th	11-1135p	11:06 PM	\$650.00
[1] WISH	Placed	10/11/12 Th	2-3p	2:59 PM	\$150.00
[1] WISH	Placed	10/11/12 Th	530-6p	5:40 PM	\$400.00
[1] WISH	Placed	10/11/12 Th	8-9a	8:58 AM	\$50.00
[1] WISH	Placed	10/11/12 Th	7-8a	7:26 AM	\$200.00
[1] WISH	Placed	10/11/12 Th	5-530p	5:16 PM	\$400.00
[1] WISH	Placed	10/11/12 Th	530-6a	5:43 AM	\$250.00
[1] WISH	Placed	10/11/12 Th	558-630p	6:05 PM	\$400.00
[1] WISH	Placed	10/11/12 Th	858-10a	9:47 AM	\$50.00
[1] WISH	Placed	10/11/12 Th	658-730p	7:15 PM	\$350.00
[1] WISH	Placed	10/12/12 F	530-6p	5:33 PM	\$400.00
[1] WISH	Original	10/12/12 F	530-6p		\$400.00
[1] WISH	Placed	10/12/12 F	258-4p	3:51 PM	\$75.00
[1] WISH	Placed	10/12/12 F	5-530a	5:08 AM	\$100.00
[1] WISH	Placed	10/12/12 F	5-530p	5:08 PM	\$400.00
[1] WISH	Placed	10/12/12 F	8-9a	8:38 AM	\$25.00
[1] WISH	Placed	10/12/12 F	7-8a	7:36 AM	\$200.00
[1] WISH	Placed	10/12/12 F	1058-12p	11:59 AM	\$450.00
[1] WISH	Placed	10/12/12 F	728-8p	7:29 PM	\$600.00
[1] WISH	Placed	10/12/12 F	11-1135p	11:07 PM	\$650.00

[Sorted by: Air Date]

# Order #205499: Media Stra../POL/Gregg ../Gregg for ../11951

media

SPOTS	Comments	STATUS	AIR DATE	Day of Week	Time	Air Time	Length	Rate
	[1] WISH	Placed	10/12/12 F		558-7a	6:21 AM		\$350.00
	[1] WISH	Placed	10/12/12 F		258-4p	3:27 PM		\$150.00
	[1] WISH	Original	10/12/12 F		558-630p			\$400.00
	[1] WISH	Placed	10/12/12 F		8-9a	8:11 AM		\$50.00
	[1] WISH	Placed	10/12/12 F		258-4p	3:09 PM		\$75.00
	[1] WISH	Displaced	10/12/12 F		558-630p			\$600.00
	[1] WISH	Displaced	10/12/12 F		530-6p			\$600.00
	[1] WISH	Displaced	10/13/12 Sa		11-1135p			\$300.00
	[1] WISH	Displaced	10/13/12 Sa		11-1135p			\$300.00
	[1] WISH	Placed	10/13/12 Sa		558-9a	7:14 AM		\$100.00
	[1] WISH	Placed	10/14/12 Su		858-10p	9:20 PM		\$2,000.00
	[1] WISH	Placed	10/14/12 Su		558-7p	6:46 PM		\$200.00
	[1] WISH	Placed	10/14/12 Su		11-1130p	11:25 PM		\$650.00
								\$2,125.00

[Sorted by: Air Date]